



# 2021 RATE CARD

	<b>1X</b> One-Off Retail	<b>4X</b> 5% disc.	<b>6X</b> 10% disc.	<b>12X</b> 15% disc.
<b>1/4 page</b>	\$399/iss.	\$379/iss.	\$359/iss.	\$339/iss.
<b>1/2 page</b>	\$599/iss.	\$569/iss.	\$539/iss.	\$509/iss.
<b>Full-page</b>	\$949/iss.	\$902/iss.	\$854/iss.	\$807/iss.
<b>Spread (2 pgs.)</b>	\$1610/iss.	\$1530/iss.	\$1449/iss.	\$1369/iss.

## PREMIUM PLACEMENT (\$1250)

### Premium Spot Rotation

Front Inside Cover (1 & 2)  
Table of Contents  
Back Inside Cover  
Back Cover

### 6-Month Rotation

\$1125/month + 1 FREE Spotlight

### 12-Month Rotation

\$1063/month + 1 FREE Spotlight

### Sponsored Editorial (SE)

\$899

### 12-Month Full Page

Maximum 3 SE  
\$875/each + free spotlight

### 12-Month Half Page

Maximum 1 SE  
\$875/each + free spotlight

*With a 12-month display ad agreement, advertiser may substitute up to 3 ads with sponsored editorials for display ads in the months of their choice.*

### Spotlight Article

\$699

### 12-Month Contract

FREE

### 6-Month Contract

\$150/article

### 4-Month Contract

\$250/article

### Blow-in Card

### Full-Color, Two-Sided

(Includes Design, Print, and Blow-in)

\$2099

### Blow-In Only

(Existing Card) \*some restrictions apply

\$1400

## DEMOGRAPHICS

100% Roy City Saturation (Direct Mail)

Population: 40,000

No. of Houses: 13,500

No. of Businesses: 405

162,000 Impressions Annually

## ADDITIONAL SERVICES *(Non-discountable)*

Ad Design	\$50/ad
Student of The Month	\$1500/yr.
Table of Content Sponsor	\$1500/yr.
Social Media Package	\$250/event

## ADDITIONAL DISCOUNTS

2 Magazines	5%
3 Magazines	10%
All Magazines	15%
6 Months+	Free Ad Design
Non-Profit	30% Flat

## PAYMENT OPTIONS

Credit or debit card accepted for paid monthly on automatic draft. Scan with your phone camera to pay by credit card.



Checks accepted for accounts paid in full.

**\*No Checks for monthly accounts.**

**DEADLINE** is the 12<sup>th</sup> of the month that precedes print month of the magazine. If we are designing your ad, we need your logo at 300 dpi resolution in .ai, .png, .pdf, or .jpeg format as soon as possible before the deadline date (**transparent .ai or .png preferred**).

Once you receive an ad proof from us, please respond as soon as possible. After 24 hours, ad will run as is. Client-supplied ads are due before the 12<sup>th</sup> of the month and must be proper dimensions at 300dpi. Please submit all artwork to your sales rep.

